

Promote Your Site So They Will Come

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Primary Goals for Dot.Com Marketing

- **Branding: company image & name recognition**
- **Provide background information on company**
- **Sell advertising**
- **Gather info about customer preferences and demographics**
- **Recruit employees, investors, dealers**
- **Sell products & services**



Checklist: Is Selling On-line Right for Your Business?

- **Is your business local in nature?**
- **Does it depend on face-to-face contact with customers?**
- **Could you benefit from a state, national or global reach?**
- **Do you have an unusual product that is difficult for users to find?**
- **Can your product ship easily?**
- **Would your customers use the Internet for improved service?**



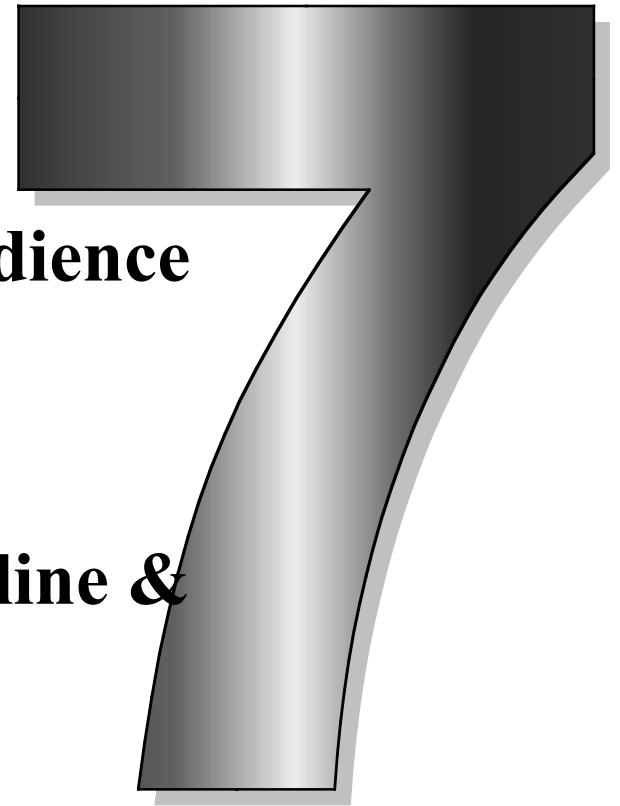
It's Right for This Business

www.mytwohomes.com



7 Steps to Successful Web Promotion

- **Get on-line and observe how others promote**
- **Plan your Web promotion**
- **Define objectives, markets and audience**
- **Free promotion: info-tools**
- **Optimize your Web site**
- **Market your Internet presence online & offline**
- **Monitor your results**



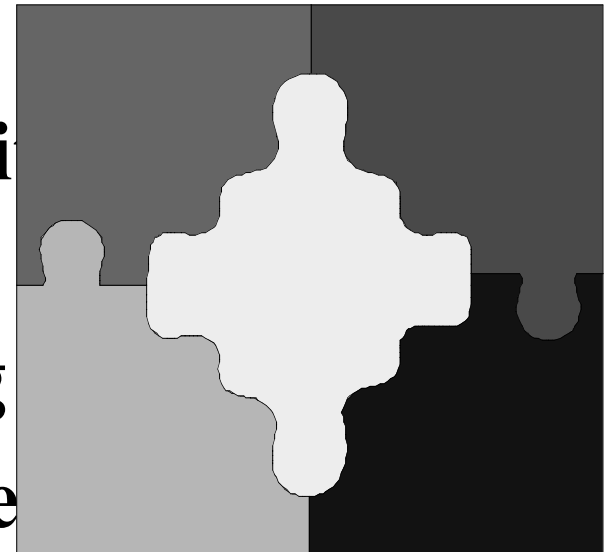
1. Get On-line & Observe



- See what vendors, competitors, and customers are doing
- Review which sites you like/don't like
- Learn which sites generate sales
- Consider how your target audience uses the Web
- Watch the technolog⁶

2. Evaluate Your Business Situation

- **Know your business**
- **Have a plan**
- **Consider cost of sales and profit margins**
- **Integrate with other marketing**
- **Base choices on target audience**
- **Budget people, updates, maintenance, and promotion**



What Are You Really Selling?

- **Content?**
 - Information
 - Entertainment
- **Product?**
 - Tangible Product
 - Online Service
- **Or???**



When the Audience is the Product

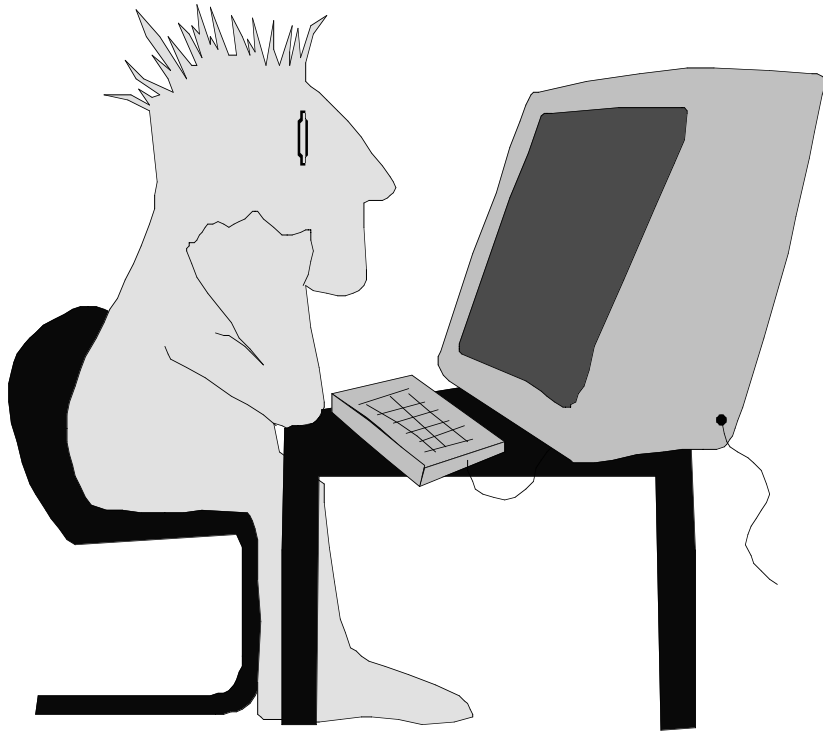


3. Define Objectives, Markets & Audience

Avoid
"clicky-100s"

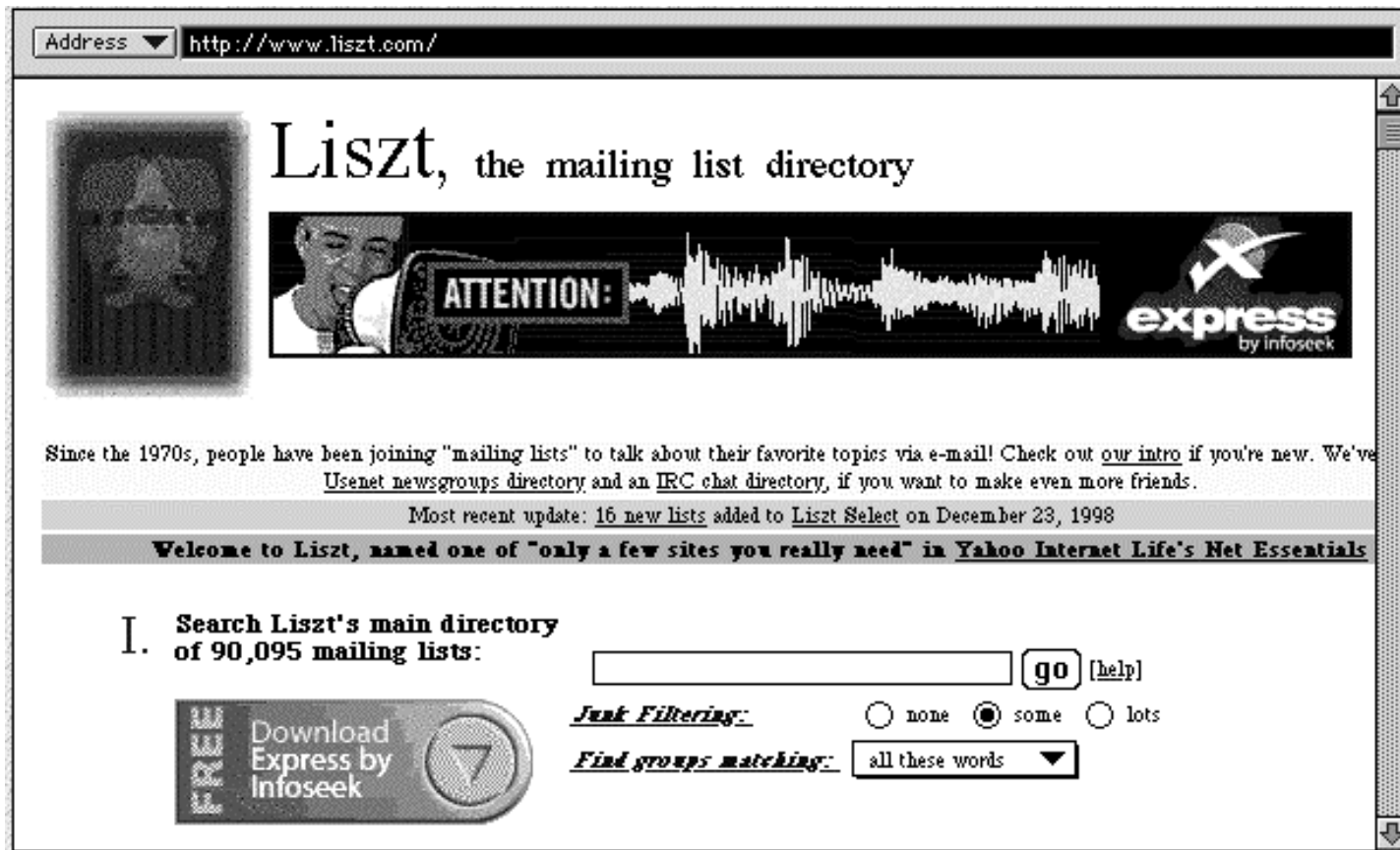
- **Establish specific objectives**
- **Define audiences as narrowly as possible**
- **Niche marketing**
- **Consider marketing issues outside of Internet**

4. Free Promotion: Info-Tools



- **Signature Blocks**
- **Blurbs, Newsletters**
- **Press Releases**
- **FAQs**
- **Newsgroups & Listserves**

An Info-tools Source: *www.liszt.com*



The screenshot shows a web browser window with the address bar set to <http://www.liszt.com/>. The page title is "Liszt, the mailing list directory". Below the title is a banner featuring a man speaking into a microphone, the word "ATTENTION:" in a box, a soundwave graphic, and the "express by infoseek" logo. The main text reads: "Since the 1970s, people have been joining 'mailing lists' to talk about their favorite topics via e-mail! Check out our [intro](#) if you're new. We've [Usenet newsgroups directory](#) and an [IRC chat directory](#), if you want to make even more friends." Below this is a status bar indicating "Most recent update: 16 new lists added to Liszt Select on December 23, 1998". A welcome message states: "Welcome to Liszt, named one of 'only a few sites you really need' in [Yahoo Internet Life's Net Essentials](#)". The search section is titled "I. Search Liszt's main directory of 90,095 mailing lists:" and includes a search input field, a "go" button, and a "[help]" link. Below the search field are two sections: "Junk Filtering:" with radio buttons for "none", "some" (selected), and "lots"; and "Find groups matching:" with a dropdown menu set to "all these words". A "FREE Download Express by Infoseek" button is also visible on the left side of the search area.

Address <http://www.liszt.com/>

Liszt, the mailing list directory

Since the 1970s, people have been joining "mailing lists" to talk about their favorite topics via e-mail! Check out our [intro](#) if you're new. We've [Usenet newsgroups directory](#) and an [IRC chat directory](#), if you want to make even more friends.

Most recent update: 16 new lists added to Liszt Select on December 23, 1998

Welcome to Liszt, named one of "only a few sites you really need" in [Yahoo Internet Life's Net Essentials](#)

I. Search Liszt's main directory of 90,095 mailing lists:

[\[help\]](#)

Junk Filtering: ☐ none ☒ some ☐ lots

Find groups matching:

FREE Download Express by Infoseek

5. Optimize Your Web Site



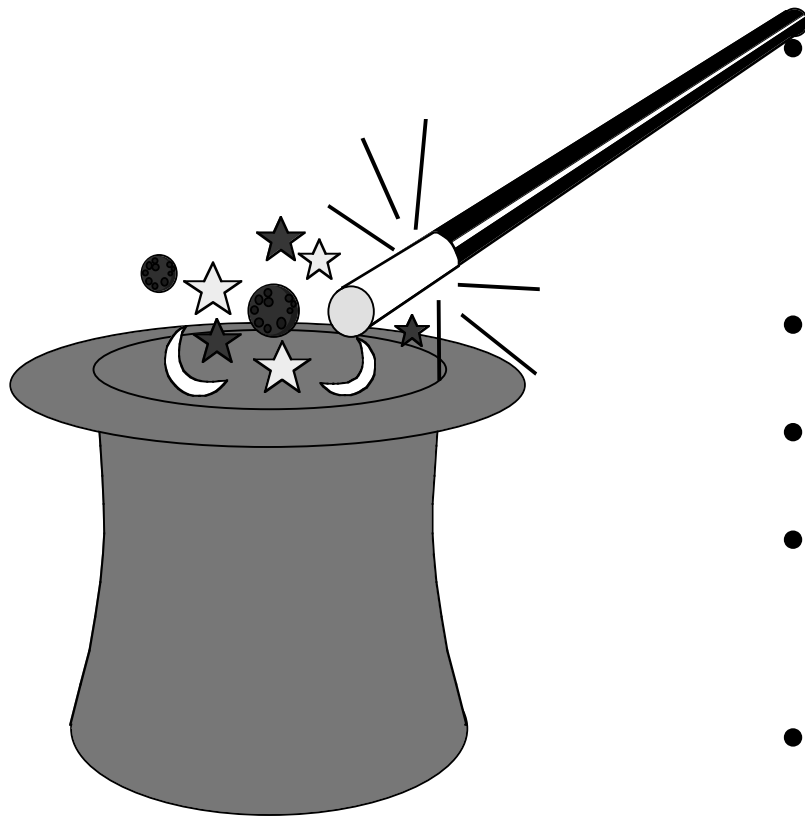
- **Goals**
 - **Attract target audience**
 - **Keep them on site**
 - **Bring them back**
- **Relationship Marketing**
- **Provide value**

How to Evaluate a Web Site

- Concept
- Content
- Navigation
- Decoration
- Marketing Effectiveness



Sell Your Site on Your Site

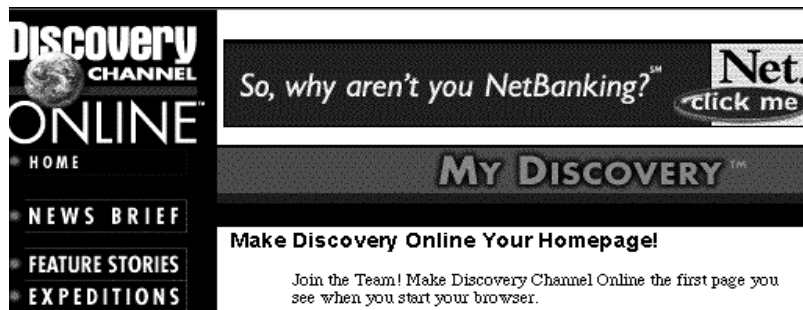


On-Site Registration

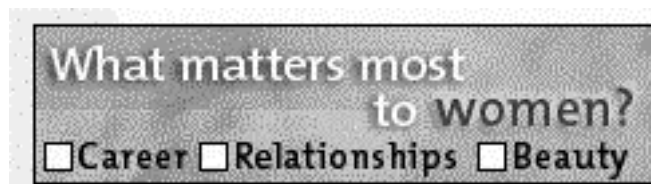
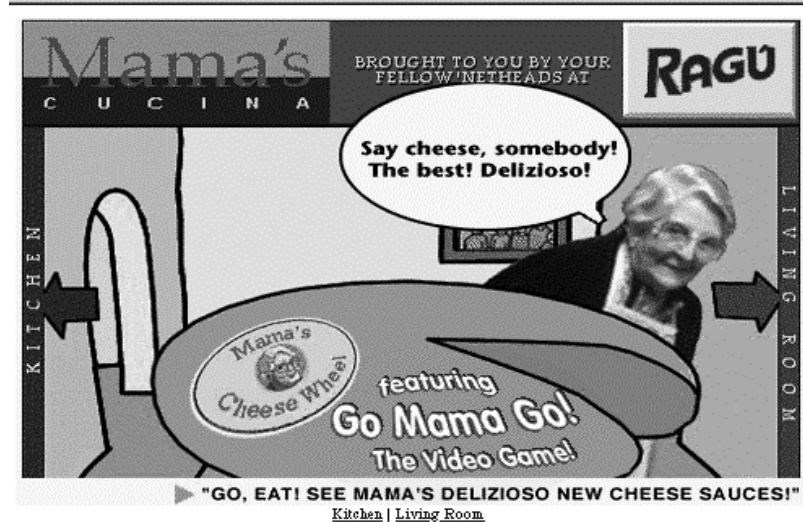
– **Netmind.com or Mind-it.com**

- **What's New with You?**
- **Pat Yourself on the Back**
- **On-site Promotion:**
contests, giveaways, games
- **Chat Lines, Forums, Events**
- **Internal Calls to Action**₁₅

Calls to Action



- Marketing's 4-Letter Word: FREE!
- Register now
- Bookmark this page
- What's New
- Sign up for updates (www.netmind.com)

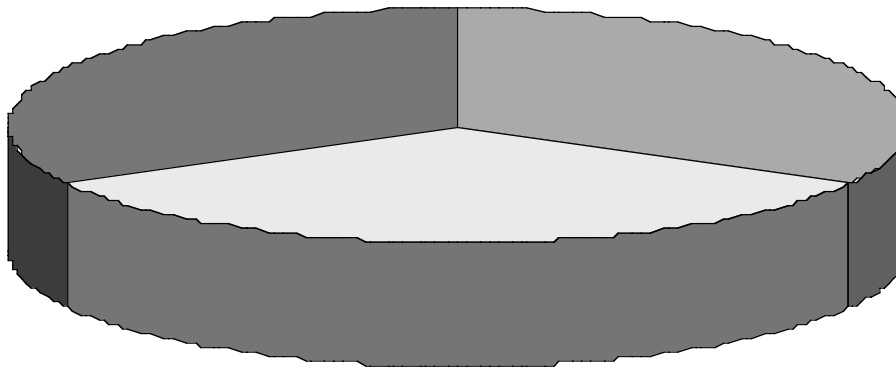


6. Market Your Internet Presence

- **Search engines**
- **Inbound links from other sites**
- **Web promotional tools**
- **Banner ads online (free & paid)**
- **Offline promotion**

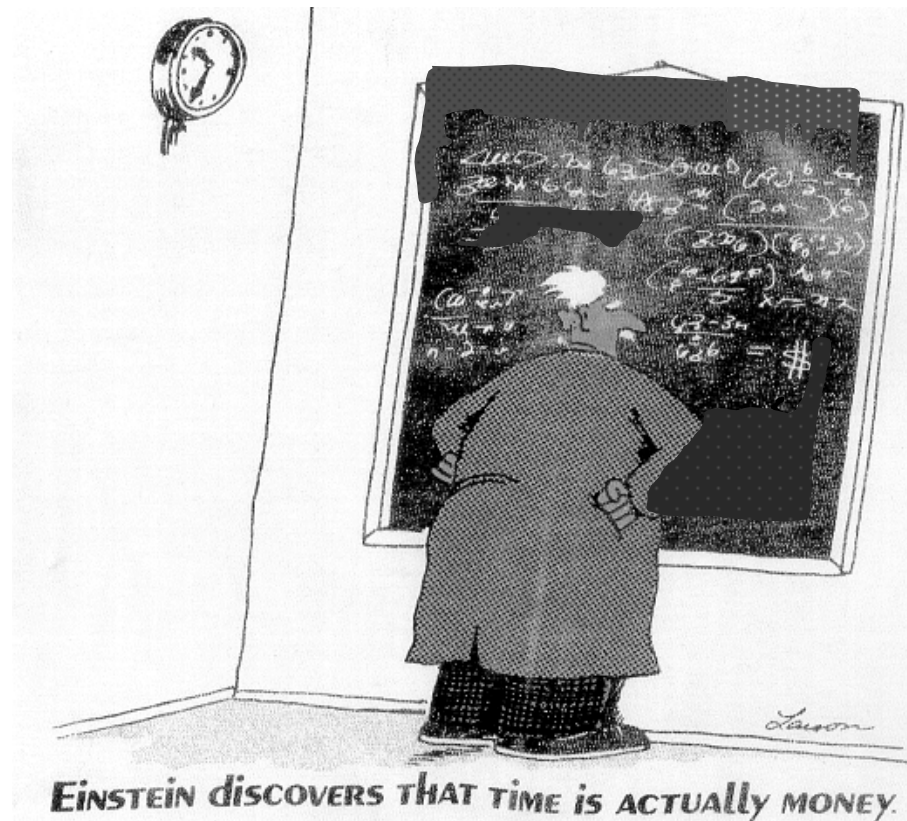
Field of Nightmares
You Built It
But They Did Not Come

How People Find Your Site



■ Links ■ Direct Entry ■ Search Engines

So What's It Gonna Cost Me?



Optimizing for Search Engines

- **Keyword selection ratio**
- **Use keywords behind images and in titles**
- **“Popularity” ranking**
- **Different engines use different algorithms**
- **Submit individual pages when possible**
- **Check position and re-submit regularly**

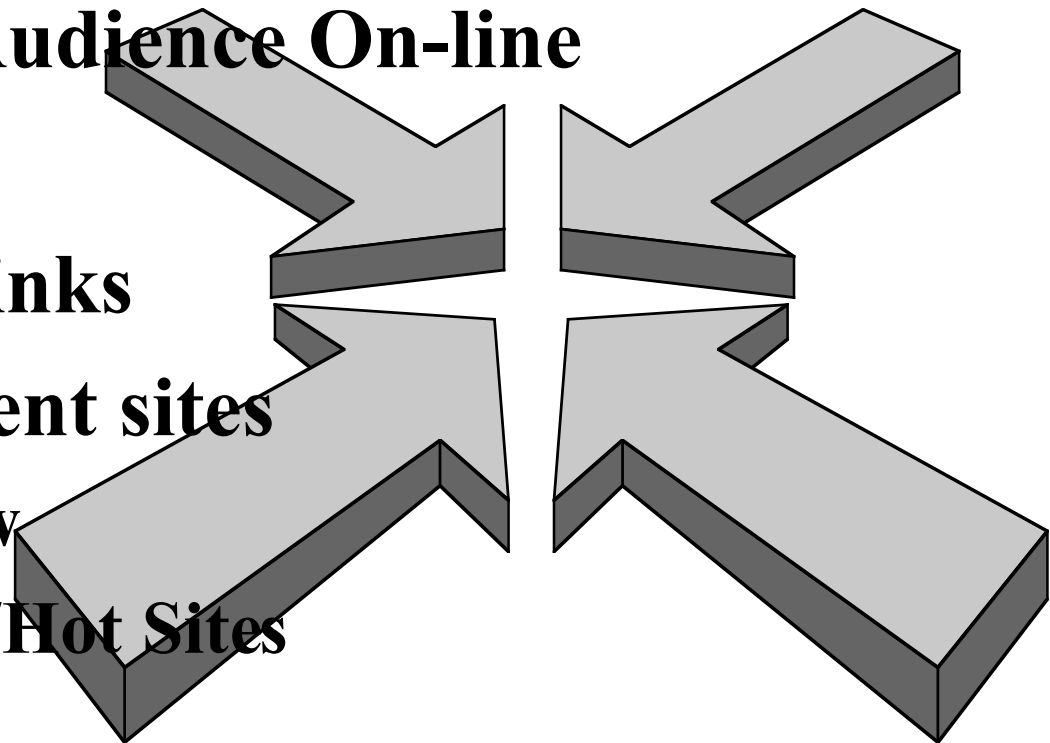
Search Engine Submission Site

www.submit-it.com



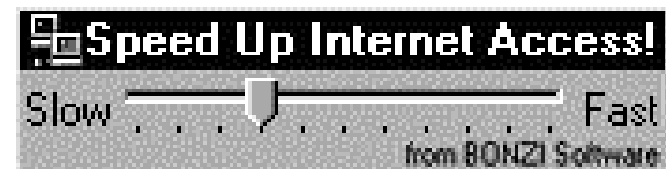
Inbound Links

- **Find Your Audience On-line**
- **Directories**
- **Reciprocal links**
- **Announcement sites**
 - **What's New**
 - **Cool Links/Hot Sites**
 - **Awards**



Banner Ad Exchanges

- **www.bannerworks.com**
--also sells ads
- **www.smartclicks.com**
- **www.linkexchange.com**
- many other services
- **www.linktrader.com** --
also sells ads
- **www.hyperbanner.com**
-- international links



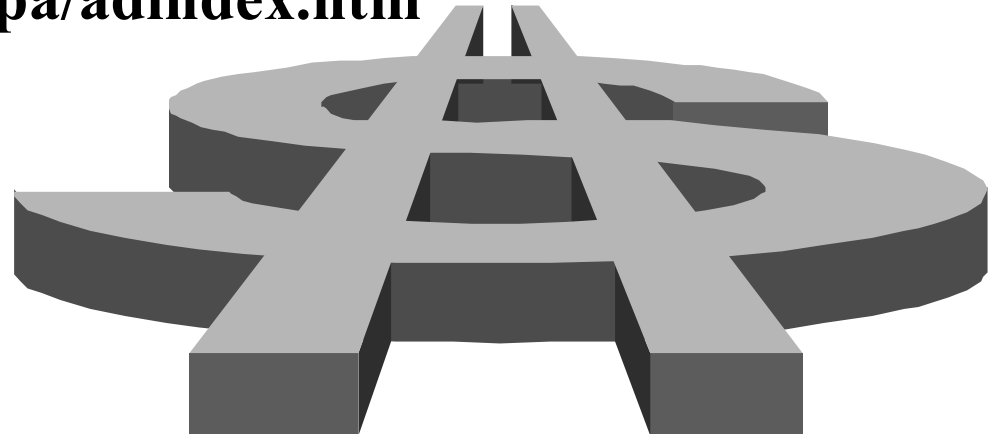
Paid Advertising: There's A Lot to Learn

- **CPM: cost per thousand views**
 - the more targeted the audience, the higher the CPM
- **Very expensive on portal sites**
 - \$90-\$120K/month
 - Smaller sites less expensive
- **Cost per click-through: 10 -21 cent**



Paid Advertising Resources

- **Top banners on**
 - **<http://209.249.142.16/nnpm/owa/NRpublicreports.topbannerweekly>**
- **Rates and information available**
 - **<http://cyberatlas.internet.com/segments/advertising>**
 - **www.netcreations.com/ipa/adindex.htm**
 - **www.adresource.com**
 - **www.webtrack.com**
 - **www.adknowledge.com**
 - **www.adauction.com**



Think Guerrilla

- **Go for the niche**
- **Do not try to do everything at once**
- **Target selected markets in sequence**
- **Tailor approaches to different markets**



Promote Your Site Off-line



- **Word-of-mouth, Word-of-Net**
- **Coordinate Your Campaign: Radio, TV, Print**
- **Literature, Stationery, Packaging**
- **Promotional Items**
- **Community Events**

Sample Off-line Promotion

www.printing.com

[MORE INFORMATION ON WEBCARDS](#) • [FREQUENTLY ASKED QUESTIONS](#) • [CUSTOMER COMMENTS](#) • [FREE SAMPLES](#)
[PLACE AN ORDER](#) • [BACK TO HOME](#)



POSTCARDS!
of your website

[Click Here For Free Samples!!](#)

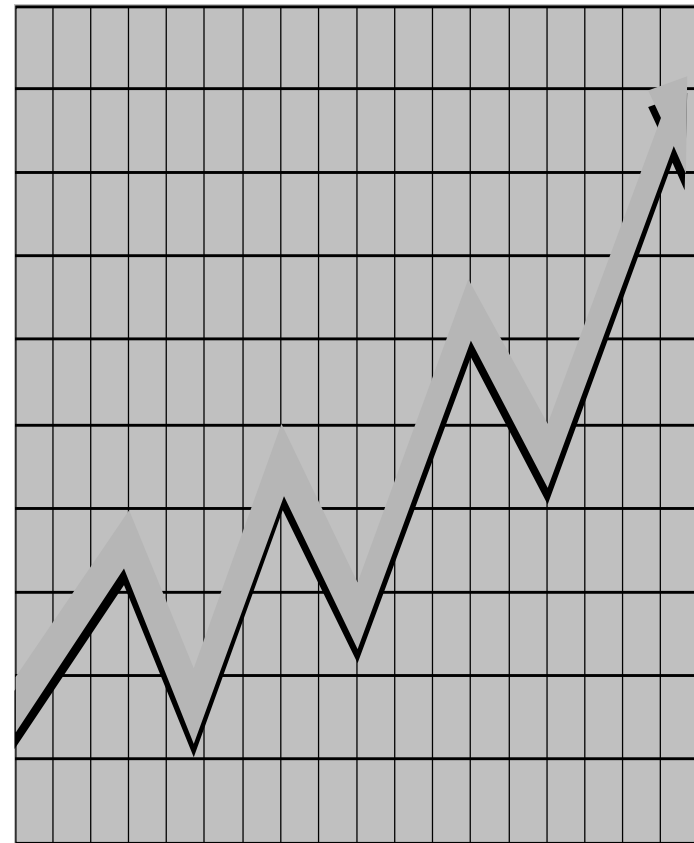
Thanks for visiting!

Web Cards creates full-color postcards of Web pages.

Prices start at only \$95 for 500 postcards and there is no extra charge for set up.

7. Measure Your Results

- **Hit Rate: Fact & Myth**
- **Server Reports**
- **Web Site Analysis**
- **Campaign Tracking**
- **Ad Tracking**
- **Use the Results!**



Conclusion

- **Maintain focus on customer needs**
- **Back office support may require changes or investment**
- **Web is an on-going commitment**
- **Have fun online**

